

365. ABSTRACT

366. A cylindrically curved self supporting changeable indicia substrate
367. retaining display for securing and displaying a variety of printed indicia substrates;
368. more particularly, as a changeable golf sponsor display; comprising an indicia
369. substrate retaining appendage formed by a completely through cut, and tear
370. preventive, indicia substrate retaining slit in a single flexible display substrate.
371. Said indicia substrate is secured by surrounding and retained curvature stresses
372. when subjected to directionally predetermined compression; with all tensions
373. retained by a ground penetrating fixed width wire rod leg set that is vertically
374. invertable and or retractable for use as an indoor self supporting display.

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390. In summation,

391. Thank you for considering the merits of this application for patent;

392. Terry, Sam, and Charles Wagenknecht